

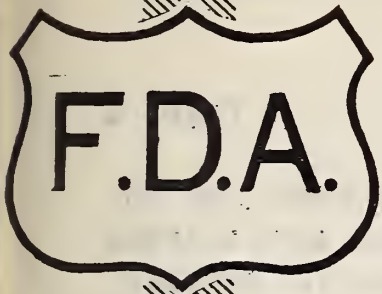
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# Marketing Activities

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You've had to learn how to slice bread, your ice cream contains more water than milk, and butter supplies have been whittled down. And just between us--some more restrictions are on the way.

--V--

Address all inquiries to the Editor  
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## REVOLUTION IN THE FOOD INDUSTRY

. . . By R. Corbin Dorsey

A brick and tile company with extensive funnel drying equipment is going into production of dehydrated potatoes. Another concern that formerly made paper sizing is experimenting with concentrated soup powder. The three hundred million dollar dog-food industry is packing meat for Uncle Sam instead of Fido. The conversion to wartime food needs--a conversion almost as phenomenal in a way as the shift from automobile to plane production--is transforming many near war casualties into real war assets.

A Chicago concern, which formerly turned out a well-known popcorn confection, is now packing 250,000 cartons of dried egg powder a day. The egg package--moisture proof and holding 5 ounces of the powder--is not a whole lot different than the boxes in which the confection is customarily sold. This concern and a dozen other converted packers of specialties have packaged all of the 100 million cartons of dried eggs the Department of Agriculture's Food Distribution Administration has delivered for overseas shipment.

### Teamwork

Hundreds of plants can produce bulk quantities of high priority foods, such as dried eggs, dried milk, and concentrated cereal products, and still not have enough machinery or trained help to package the foodstuffs in the types of containers needed for overseas shipment. On the other side of the picture are plants with first-class packaging and processing equipment but short on supplies of raw materials due to scarcities, priorities, and conservation orders.

In many cases the processing potentialities of the two different types of plants have been teamed together to do very important war work through sub-contracting or through independent contracts with the Government, which has been the connecting link between one type of operation and another.

Altogether, about 1 in every 10 of the 2,000 or more processing plants that supply foodstuffs to the Food Distribution Administration has converted its operations in some way. Many others are working overtime to adapt peacetime plant facilities and personnel to wartime processing jobs. The FDA is assisting processors wherever possible, because plant conversion, new processes, new containers, distribution of materials, and requests for priorities are major phases of this agency's work.

Many industry conversion programs have hinged on the successful use of existing boiler capacity, power units, drying equipment, and floor space--and getting into production without waiting for new equipment. When War Production Board's Order M-31 stopped the flow of tinplate to



the manufacturers of dog food, a large part of the existing equipment was converted to the processing of canned meats and other foods for human consumption. While some operations required new machinery, the same filling and closing machines, retorts (cookers), and can washers were usable--after a bit of scrubbing.

When the war hiked demand for vegetable seed, a growers' association in Idaho used an old hot-air furnace, air ducts made of plywood, and other equipment built by their own carpenters and mechanics to double plant capacity for drying seed corn. Because of its high moisture content, seed corn will freeze in some northern climates and lose its viability (sproutability). Artificial drying preserves germination qualities, prevents mold; and the homemade drying equipment paid for itself in one season--a good investment.

#### Tile to Food

Maximum war utilization of existing equipment in some instances means switching to entirely new lines. The Columbus, Ohio, brick and tile company that is going into production of dehydrated potatoes may be setting a new trend. There are 20-odd tile makers in the United States with similar funnel driers and after the war you may be eating kitchen quickies that were nine-tenths prepared by the firm that once baked the tile on your bathroom floor.

A federally sponsored plant at Laurel, Miss., built for production of starch from sweetpotatoes, is now being converted to sweetpotato dehydration. At Kennett Square, Pa., mushroom canning capital of the country, two big plants have converted to canning tomatoes and other vegetables, buying second-hand whatever additional facilities were needed or building them in their own repair shops. Applejack distilleries are being eyed as possibilities for conversion to the manufacture of pectin, essential agent for the jellying of fruits and extracts.

Early in 1942 when conservation orders threatened, an enterprising cranberry canning firm in Massachusetts shifted to dehydrated cranberries, buying and converting an existing dehydration plant. First big order came from the Army for 58,000 pounds of hygroscopic cranberry powder, enough to make 1,450,000 pounds of cranberry sauce. The firm has now purchased a second dehydration plant and both units are working three shifts, 24 hours a day, 7 days a week, to fill Government orders.

Former sauerkraut canneries at such widely separated points as Fremont, Ohio; Mt. Airy, N. C.; and Ontario, N. Y., are now successfully dehydrating cabbage for the Army and our Allies. Potato chip concerns in Duluth, Minn., and Kempton, Pa., are manufacturing dehydrated potatoes. There is still a good opportunity to convert some canning plants to beet and carrot dehydration.

More than 85 percent of the vegetable dehydration plants are former

canning factories. Starting almost from scratch so far as plant facilities were concerned, vegetable canners and other processors have built a 200,000,000 pound dehydration industry in the short space of 2 years. Dehydrated vegetables keep for long periods when properly processed, hold the vitamins and other food properties of the natural product so well that the armed forces have taken nearly the entire output, with smaller quantities going to the Allies.

Factory production of dehydrated vegetables started on the West Coast and in the Midwest; moved rapidly eastward after Pearl Harbor. Much credit for the success of the industry goes to a handful of companies that dehydrated relatively small quantities of vegetables during World War I, and persisted in their experiments over the next 20 years despite countless disappointments and lack of consumer interest.

World War I dehydrators foresaw a tremendous saving in shipping space and a reduction in perishability, but did not know the importance of vitamin retention and moisture control in dehydrated food. Their early bin and cabinet dehydrators, operating somewhat as a stationary oven, hardened the outside of the vegetable but left the inside moist and perishable. Tunnel drying, by which the product is completely dried from the exterior inward, solved a good part of the problem and facilitated mass production.

#### Double-Barreled Conversion

A Minnesota creamery association is doing a double-barreled conversion job. Operating the same spray powder equipment night and day, this farmers' organization switches from production of dry skim milk to dry egg powder and back again--several times a week. It manufactures about 250,000 pounds of dry milk a month and an equal quantity of dried eggs, the bulk of both commodities being sold for direct war purposes. The same big funnel-shaped drier that steams the water from milk spray today will be drying sprayed eggs tomorrow--with only a 2-hour intermission needed in switching from one product to the other.

Ability to switch from one commodity to another on short notice not only means maximum utilization of existing plant capacity, but is insurance against waste in packing seasonal farm products. Commodities such as dairy products and fruits and vegetables are processed in volume only during certain months. But wartime necessity has invented ingenious methods of shifting to continuous year-round operations. A canning plant in Massachusetts is packing fish in one season, vegetables another--with elaborate precautions to keep the fish taste out of the vegetables.

Plant conversion has prevented partial or total shutdown of several factories. It has kept trained personnel on the job. It has enabled many firms to devote a big part of their capital and facilities to the direct war effort. So who can say that Yankees lack ingenuity?



## IT'S RUBBER HARVEST TIME IN CALIFORNIA

Several hundred tons of guayule rubber--the first natural rubber to be produced on an industrial scale in the United States since Pearl Harbor--is now being extracted for war needs by the Department of Agriculture's Forest Service. The rubber harvest is part of the Government's guayule operations which involve extensive plantations in California and other southwestern areas.

Although the Department emphasizes that this year's rubber output --about 600 tons--will be only a minute fraction of the Nation's needs, it marks the first actual production of guayule rubber under the Department's Emergency Rubber Project, launched last March. The rubber is being processed chiefly from 550 acres of an old plantation of guayule purchased by the Government in the Salinas Valley of California. Digging, baling, and trucking the shrub to the factory is to be completed during the winter season, when the rubber content of the plants is highest.

Guayule rubber is not a stranger to the rubber trade; some commercial production from the wild shrub has been going on in Mexico for 40 years. Thirteen years ago the Army directed an investigation of the guayule rubber industry, and the report of the investigating officers prophesied that development of guayule rubber production in America "would in the event of a war where our overseas communications were interrupted be of inestimable value to the Nation." One of the two officers who made this study and report, back in 1930, is General Dwight D. Eisenhower, then a Major of Infantry.

The 13-year-old guayule shrub harvested for the current rubber extraction operation contributed an important share of the bumper seed crop collected by the Forest Service last summer and fall. This seed harvest made possible the rapid expansion of the project. Nursery acreage has been extended in the Salinas area, and new nurseries have been established at Indio and Oceanside, in Southern California. Additional smaller nurseries are now being developed, however, near Bakersfield, Calif., Phoenix, Ariz., Las Cruces, N. M., and Brownsville, Tex.

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## USDA REVISES BUTTER GRADES

Revised U. S. grades for creamery butter to provide a simplified basis for Office of Price Administration ceilings on that commodity became effective February 1. Now butter must be graded as follows: U. S. 93 Score becomes U. S. Grade AA; 92 Score becomes U. S. Grade A; 90 Score becomes U. S. Grade B; and 89 Score becomes U. S. Grade C. Butter below that grade will be labeled U. S. Cooking Grade. The new grades will be administered by the Food Distribution Administration.



## GLASS COMES INTO ITS OWN

. . . . By Captain B. D. Gallagher

A glass bottle full of gasoline--what the Russians laughingly call a Molotov cocktail--has singed the feathers of many a German tank crew. But when our own boys settled down for a little practice with this not-so-secret weapon at one of our Army camps, they ran into trouble. Some of our American glass was so tough and resilient it bounced off a tank without breaking.

Still, what would be a disadvantage on the battlefield has worked out swell in the grocery store, for the glass industry has gone a long way toward taking over the job of packaging vital foodstuffs on the home front. Glass is being used to provide replacements for many of the vital metals now conscripted for war purposes. And because the glass container makers were able to help out, the housewife is assured of her regular supply of processed foods in a package that is mighty nice to look at. If the Indians who traded Manhattan Island for a few glass beads had seen some of our modern containers, they might have thrown in Brooklyn to seal the bargain.

### Long History

Glass, however, has a history that goes back much farther than our first real estate deals with the aborigines. This versatile substance is believed to have been discovered more than 5,000 years ago by Phoenician mariners who found themselves marooned on a sandy beach. The Phoenicians decided to cook their evening meal ashore and used blocks of natron--an impure form of sodium bicarbonate--as a crude stove. The heat of the fire caused the natron to combine with the sand to form a glass-like substance--at least that is the way the story goes. Other scientists and historians believe that the first glass known to man was of volcanic origin.

Whatever its origin, glass has had a romantic past. The Egyptians made glass. It was more precious than gold in the days of the Holy Roman Empire. In the Middle Ages glassmaking was a secret art as closely guarded as the alchemist's. Early Venice glassmakers, for example, were restrained from leaving the kingdom without permission, and only when a group of them was arrested on a trumped-up charge while in England, and held there, did fine glassmaking reach beyond the confines of Venice.

Glass lost some of its romantic lustre but gained enormously in utility when an automatic blowing machine was invented at the turn of the 20th century. This ingenious device revolutionized the industry, permitting thousands of items to be made in the same space of time formerly required to make a score or more by laborious hand work. With mechanization, leadership in commercial glassmaking came to this country and we have remained far out in the lead with our products ever since.

It took the present war, however, to give glass its full stature and recognition. Its rich and romantic tradition, the centuries of research that went into achieving the glass we know today, were not highlighted until the Government smacked down on critical materials. Many an unused factory, now being furiously rushed to war production, is having its rusted-out, rotted-out windows replaced with panels of sabotage-proof glass blocks. These metal-free hollow building blocks constitute one of the major improvements to building design in recent years. They can "throw" or project daylight deeper into a room than can an ordinary window. They also insulate against heat and glare, seal against dust and dirt, and cut out considerably the transmission of noise from the outside or vice versa.

The war has not been without its effect on handblown glass in America. The curtailment of imported fine glass early in the present conflict was the impetus for a revival of the art of hand glassblowing here.

Back in the gay 90's, American cut glass was world famous; but the industry gradually became more interested in commercial glassmaking and leadership in the fine glass field passed to Sweden, Czechoslovakia, and other furnaces of Central Europe. But with most of these factories shut down by the war, and with imports cut off, the United States has regained leadership in the creation of fine glass. Once again beautiful stemware, vases, bowls, and other decorative accessories are coming from our factories. Much of this fine crystal is made by descendants of the very glassmakers whose cut-glass products were famous two generations ago.

### Modern Glass

Modern American glass has no peer today. This is due in part to the progress made in chemistry and physics during the past decade, and in part to its practical design which emphasizes the natural qualities of both material and craftsmanship. Today's handblown glass--like glass for other purposes--is the product of extensive scientific research to determine the best ingredients and most effective way to combine them.

While there is no critical shortage of any of the materials that go into glass making, the Government and the glass technicians are striving to save glass, too, since such great demands have been placed upon glass as a substitute for more vital materials. Openings or closures on the new glass bottles and jars are smaller, to save war materials, and American housewives are today finding their glass containers in "uniform." This means that bottles and jars are now in standardized, streamlined shapes that are easier to make, yet conserve materials.

The ever-increasing importance of glass in the front lines and on the home front has even put a new word into the dictionaries now being compiled. It's a new definition of the verb "to glass"--"to put up in a glass jar or jars as to glass fruits or vegetables." Now its "glassed" peaches, tomatoes, and so on. Housewives will be "glassing" when they put up the summer harvest.



## AUSSIIES TO "SPEND" TOBACCO

By Elbert O. Umsted

The Australian Army has asked the Food Distribution Administration to send over 20 to 30 tons a month of a particular kind of dark twist chewing tobacco. No, the Aussies don't expect to chew their way toward a South Pacific victory, but maybe they can "spend" their way.

For many years natives of New Guinea, the Solomon Islands, and New Britain have chewed twist, but they have also used it for money--passing it from hand to hand the way Americans pass dollars and dimes. Now it seems that Australians, too, will get some spending tobacco, so they can bargain with other South Pacific islanders on the spot.

And speaking of being on the spot, picture an Australian aviator -- his plane shot from under him, parachuting down through the steaming New Guinea air among fuzzy-haired, suspicious, heavily armed Boongs. If our airman is packing a few sticks of twist he has a better-than-even chance of buying a couple of mangoes and securing a guide through the jungle back to his base.

This tobacco is not the conventional loop U. S. chewers know but is twisted like rope and cut in 7-inch lengths, which are pressure-flattened into sticks one-fourth inch thick and one-half inch wide. Made mostly of fire-cured types, the sticks are heavily "cased" with a dressing from a secret formula; and are black as Hirohito's heart.

Significantly, the request was rated "finished war material." That placed it above "essential material for civilians" in priority for cargo space.

But why not? Twist is money.

--V--

### CASTOR BEAN PROGRAM INAUGURATED BY USDA

A castor bean seed production program designed to produce a stockpile of approximately 3 million pounds of pure-variety castor beans for planting purposes has been put in motion by the Department of Agriculture. The program will operate in eight States---Texas, Oklahoma, Kansas, Missouri, Illinois, Kentucky, Tennessee, and Indiana--and it is expected that 10,000 acres will be planted.

Producers in designated areas in these States may obtain castor beans for planting from the Agricultural Adjustment Agency this spring without cash outlay, and sell the resultant yield to the Commodity Credit Corporation next fall.

## FARM PRODUCT PRICES CONTINUE TO INCREASE

The index of prices received by farmers for agricultural products rose 4 points in January to 182 percent of the August 1909-July 1914 base. The combined index of prices paid by farmers, interest, and taxes rose 2 points to 158 in mid-January compared with the revised index for December of 156 percent of the pre-World War I level. The ratio of prices received to prices paid, interest, and taxes (parity), at 115, is the highest since June 1920.

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## USDA TO EDUCATE VICTORY GARDENERS

Practically everybody with a good plot of land as big as a ping-pong table is going to plant a Victory Garden this year. And so are you. But do you know what to plant, the kind of tools needed, how to prepare and fertilize the soil, the amount of seed to plant, and so on? If you aren't up on these things, you ought to get hold of Miscellaneous Publication No. 483, Victory Gardens. You can get it from the Office of Information, U. S. Department of Agriculture; but you'll get it quicker, considering the overloaded mail service, by writing to your State Extension Service. The publication is free.

This bulletin will give you some hints as to how a Victory Garden should be handled, but you'll have to buy your own seed. The Department has no seed for sale or for free.

You'll also have to buy your own fertilizer. One type of fertilizer is labeled "Victory Fertilizer--For Food Production Only," and is sold by fertilizer dealers under private brand name in 5, 10, 25, 50, and 100-pound bags. It contains 3 percent nitrogen, 8 percent phosphoric acid, and 7 percent potash, and is considered the best grade of fertilizer that can be made available during the wartime emergency.

You might as well be fore-warned. A Victory Garden is going to take a lot of that sweat Winston Churchill talks about. But your work will be returned many fold in fresh, vitamin-packed vegetables--to say nothing of the exercise you'll get free of charge.

--V--

More than 11 billion board feet of lumber will be required for shipping containers in 1943, compared with an annual average of less than 4½ billion feet in the past 20 years. Increased production of agricultural products and exports of Army and Lend-Lease supplies are increasing container requirements. The war is resulting in substitution of different kinds of containers for those formerly used.



## PREMIUMS ON HEALTH INSURANCE

. . . . By Catherine M. Viehmann

Thousands of American school children will continue to receive nourishing mid-day lunches despite food shortages. And that's the way it ought to be. As one official asks, "What would you do if you ran into a shortage of food in your own household? You'd do exactly as the Food Distribution Administration is doing--you'd see that the kids were well fed, even if you had to cut down on your own diet."

The Community School Lunch Program is a form of health insurance for the future, and we oldsters, who are supposed to be master-minding these things, must not let the premiums lapse. The war has made it necessary to change some of the procedures for getting the food contributed by FPA to the schools, but the slight alterations needed promise to make the program more effective than ever. Certainly they will solve some of the difficulties local sponsors have been encountering.

### New Program

Under the new program, sponsors will buy certain specified foods from local producers, storekeepers, or wholesalers--then the FDA will turn around and reimburse the sponsors up to a certain amount. That amount will be determined in advance and be based on the number of children, the type of lunch served, the financial resources of the sponsor, and the cost of food in the locality. "Reimbursable foods" will be announced in a School Lunch Foods List to be issued from time to time -- a list that will emphasize products in local abundance, those having a high nutritional rating, and those that are cheap in relation to their nutritive value.

In the past the FDA bought foods, particularly those in regional abundance, for distribution through welfare departments in the various States. The departments stored the foods in warehouses and later sent part of the supply to eligible schools for use in lunches.

But lack of space for storing the products, fewer trucks for transporting them to schools, reduced supplies of gas and tires, and the shortage of workers for handling the food have made the change in the program necessary.

Specifically, the new program should permit better use of commodities produced near the school when they are in seasonal abundance, should increase community interest and participation in the understaking, and should stimulate sponsors to try continually to improve menus.

In many communities throughout the United States, school children have been getting hot lunches; in other communities the lunches served have not been so hot -- both literally and figuratively. But whether they are hot or cold, or half and half, is a matter for each community

to decide. From the standpoint of nutrition the most desirable lunch for children is:

1. At least one-half pint of milk as a beverage;
2. Two vegetables or a vegetable and a fruit;
3. A serving of meat, fish, eggs, dried peas or beans;
4. Whole grain or enriched cereal in bread or other form;
5. Butter, or margarine fortified with Vitamin A;
6. (Optional) Dessert consisting of fruit or simple sweet.

Results of the program to date can be summed up in a few words -- better health, improved scholarship, and regular attendance. "Increased well-being on the part of the children in the community" is the way a principal of a school put it. Another teacher said "I never knew I could teach so many valuable lessons by serving food." She teaches geography by discussing regions where the food is produced. She teaches table manners. And she teaches domestic science by having the girls prepare and serve the food.

What hot lunches mean to some children is well illustrated by the story of the boy who was sent to a principal's office for punishment. The principal gave him a school lunch ticket instead. The little boy cried because he had been hungry--and probably shed more tears than he would if he'd been spanked.

"We have long recognized that millions of our school children do not receive adequate diets," Secretary Wickard said recently. "As shortages of food develop it becomes important to insure that they receive an adequate share of the protective foods." With more and more mothers going into factories and other war work, the need for adequate school lunches increases. And rising prices are a challenge to communities to provide each American child with the food he must have for health and growth.

The Government's plan for sharing food means that many school children in the elementary schools are going to get at least one square meal a day.

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#### DEPARTMENT TO CONTROL DISTRIBUTION OF TEA

Under Food Distribution Order No. 21, effective February 15, tea will be distributed through qualified distributors to customary trade channels. A Tea Distribution Committee, composed of competent tea experts, will be appointed by Roy F. Hendrickson, Food Distribution Director. After consultation with the committee, the Director will supervise the distribution of the various qualities of tea to packers in accordance with their needs.



## CANNED FOOD RATIONING -- FARM VERSION

. . . . By Jim Roe

You can still take that quart of home-canned peaches along as a gift when you go to visit Jane or Bob in the city. And if you want to take a few cans of beans, peas, or any other home-canned food from the cellar and give them to family or friends, you are perfectly free to go ahead and do so. Though nearly all commercially-processed fruits and vegetables are to be rationed, the food rationing rules allow for gifts of home-canned food.

Not without reservations, of course. It's a tricky job to decide just when gifts end and sales begin, so there have to be some definite rules. To find out just how these rules affected the farm housewife, I had a chat with Ken Stauffer, farm-raised Michigander who heads up the processed fruit and vegetable rationing program of OPA. I asked him a lot of questions -- questions which are going to come up on 'most every farm along about March 1, when the first point rationing program is scheduled to start rolling.

### Gifts

This gift business, for instance. We all know that home-canned food is not counted as "excess stocks" and need not be declared when registering for the point rationing book. But we wondered whether or not the kids in town could still be reminded (and in the best possible way--by samples) of how good Mother's canning tastes. The ruling is this: You can give away processed food you have canned from fresh fruits and vegetables primarily for use in your own household. You can give it to any other person, and with no exchange of point coupons. But you can't give away more than 50 quarts in any one calendar year.

If the food is to go to poor families, charitable institutions, church homes and the like, the same rules still apply. But if the food is to be used for a church supper at which you are going to eat, or for school lunches in which your child is to share, you can give as much as you like, and the donations do not count against your 50-quart gift allotment. That's because the church supper or school lunch is considered a communal table, and you are merely taking your share of the food. If the church ladies put on regular dinners for the Rotary Club or otherwise act as auxiliary restaurants, of course, that communal table definition doesn't hold, and any donation of processed food does count against that 50-quart gift allotment. In such cases, too, the organization must observe the same rules restaurants will observe in the serving of rationed food. It's all been figured out, you see.

The entire rationing program is designed to help us all stretch our food supplies--to make certain we each have enough to eat. It does not aim to interfere with small bona fide gifts of home-canned food.

But can you sell home-canned food? Is custom-canned produce counted as home-preserved? How about food in cold-storage lockers? I've listed below the answers to these and several other questions farmers might ask. For example:

I have 400 quarts of home-canned food in the cellar. Am I entitled to as much commercially processed food as anybody else?

Answer. Yes. No matter how much home-canned food you have on hand, your commercial allowance is the same. You can help your city neighbor, though, by using as large a percentage of home-canned as possible, and buying as little commercially packed as necessary. That will leave more available for others who don't have a garden plot.

Can I sell home-canned foods?

Answer. Yes. But, under present regulations, if it is sold you must first register as a processor with your local ration board and you must collect ration coupons of the same value that would be required if the food were purchased from the store. You then must open a ration bank account at your bank and deposit the stamps in it for transfer to the Office of Price Administration. The coupons are not re-usable once they are torn from the book.

How about fruits and vegetables in lockers?

Answer: Frozen foods in private or rented lockers are counted the same as home-canned. They are not to be declared when registering for the point rationing book.

What if my daughter comes out from town and we put up some food together--can she take her share of the canned food home?

Answer: Yes. This is termed home-canning, for it is assumed that she owns the raw fruits or vegetables before they are canned.

Can I give my daughter any amount of fresh vegetables to can?

Answer: Yes. There is no restriction on the sale or gifts of unprocessed fruits or vegetables.

Can I buy fresh fruits or vegetables from a neighbor or from the store, then can them?

Answer: Yes. Such canning is counted as home-canning whether or not you raised the raw foods. If you own the foods before they are canned and while they are being canned, it is termed home-canning.

Does this hold for the system of turning fruits and vegetables over to commercial canners--what is called custom and toll canning?



Answer: For the present, no. Plans are under consideration which would allow you to have a toll canner process your fresh fruits and vegetables for you, and still have it considered as home-canned food. There are many variations of custom canning, however, and many of them will come under the definition of commercial processing. Until an order is drawn, listing specifically which types of canning are considered home-canning, all toll canning is considered to be commercial. This definition may be expected in the very near future.

Can farm people buy their allotment of commercially packed food at the store, then sell or give it away?

Answer: No. Only persons engaged in business may sell processed foods.

Can farm people trade or borrow rationed items?

Answer: Yes. Rationed items may be exchanged with anybody, provided you exchange at equal point values. You can also loan or borrow if repayment is made in kind. You cannot, however, trade or loan the actual point coupons.

How about foods that were home-canned last year, then sold? Does the person who now has this food count it as commercial or home-canned food? Must it be declared?

Answer: This is counted as commercially packed food, and the regulations say it should be declared.

Can a farm family buy its full quota of rationed food from the store, even if it isn't needed, and store it in the cellar against future emergencies?

Answer: There's no legal rule against this, but it just isn't right. All the commercially packed fruit each of us has lying idle is just that much work, food, and tin stolen from the war effort.

Can we donate raw food for churches, school lunches, and the like, then go to a central kitchen and help can it?

Answer: The more this is done the better. This is home-canned food as far as the church or school is concerned. The restaurant regulations, though, apply here in some instances. If you have any doubts, ask your local ration board.

Suppose I live far from town, coming in only a few times a year. Can I buy large amounts of food at a time?

Answer: Yes. Arrange with your local ration board to buy any amount needed up to the total ration allowance.

These were the rules and interpretations in mid-February. They are naturally subject to amendment and change as needs arise after the program is put into operation.

Admittedly, there may be loopholes in the rationing laws. And the crafty will undoubtedly try to crawl through. But anybody who sneaks through is doing the rest of us as much harm as a rat sneaking into a corncrib. And, like the rat, he may run into a baited trap.

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#### FARM EMPLOYMENT AT LOWEST FEBRUARY LEVEL

The number of persons employed on farms February 1 was estimated at 8,369,000, including 6,638,000 family workers and 1,731,000 hired hands. This is the lowest February employment level in the 19 years of monthly records and represents a decrease from February 1 last year of about 8 percent in numbers of hired workers. There was practically no change in the numbers of family workers.

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#### FEWER FARMS UP FOR SALE

The number of farms actually for sale was reduced materially in the last year, the Farm Credit Administration reports. The Federal Land Banks sold 10,331 properties during the year, or 60 percent of the number available. The Federal Farm Mortgage Corporation disposed of 4,786 farms, or 64 percent of its available properties.

"The Banks have been active in trying to dispose of the properties upon which they were forced to foreclose in former years, but the real reason for increased sales is a good farm real estate market," says A.G. Black, Governor of FCA. "By 'good' I mean that prices were slightly higher in most localities and very much higher in some restricted areas. However, the volume of farm mortgages recorded actually declined last year. In that respect the farm real estate market has followed the pattern of the first year of World War 1. In 1918 the volume of transactions as well as mortgage recordings declined as in 1942."

A marked increase was noted in the sale price of farm real estate during the fall of 1941 and the winter and early spring of 1942, according to reports from the Land Banks. Beginning in the late spring and extending through the summer months, real estate prices leveled off in most sections of the country, with some reduction in number of sales in several regions. During the last quarter of 1942, the real estate market was again fairly active and prices were generally somewhat higher than the level of land values in the last quarter of 1941.



## SPEAKING OF FOOD ORDERS--

. . . By Elinor Price

If you've been reading the papers at all -- and who hasn't these days -- you've come across some mention of "Food Distribution Orders" and you've wondered whether these orders will affect the supply of milk and meat and fruit in your grocery store; whether they will mean more of one kind of food, less of another, and none of yet another; or whether they are primarily directed at safeguarding the vital supplies of food that must be sent to the Army camps and the battle fronts. In other words, you and I are wondering how these food orders fit into the total food picture, and, more particularly, how they will affect our individual diets.

Roughly, the Food Distribution Orders have three aims. First, they set up the machinery for keeping the food moving to the front lines; second, they adjust and balance the available supply so that civilians will receive adequate portions of nutritional foods; and third, they are conservation measures for saving labor and vital war materials and eliminating food waste. Some orders may do only one of these things -- others may do all three.

### Authority

Food Distribution Orders have come fast and furious since Executive Order 9280 was signed December 5, giving the Secretary of Agriculture "full responsibility for and control over the Nation's food program." In order to carry out this responsibility, the Secretary was given the authority to "ascertain and determine" the food requirements of military, civilian, and foreign groups; to make "allocations of food...for direct and indirect military, other governmental, civilian, and foreign needs"; and to "take proper steps to insure the efficient and proper distribution of the available supply of food." If we look at the Food Distribution Orders one by one we can see that they each fit into one or more of these objectives.

Let's take the first order, the Bread Order. At first glance, it would seem that the provision prohibiting the slicing of bread for home consumption was the most important. (At least, it probably struck you that way when you bought your first loaf of unsliced bread.) Actually, the order contains far more important provisions. For instance, the one restricting the consignment selling of bread will mean a saving of approximately  $4\frac{1}{2}$  million pounds of shortening,  $5\frac{1}{2}$  million pounds of milk solids, and 6 million pounds of sugar. At least, those are the amounts of valuable foodstuffs that last year went into bread returned as stale and not resold. Think of the far better uses which will be made of that milk shortening, and sugar this year! Another provision, limiting the wrapping of bread to one thickness of waxed paper will mean not only a saving in paper, but the conservation of wax. Instead of using 13 pounds of wax to

each 21 pounds of paper, only 10 pounds is now needed. The Chemical Warfare Service of the Army can put the 11 pounds saved to very good use in treating shoes and leather to make them gas-proof. Last of all, remember that every unsliced loaf of bread you now buy has been enriched.

The second order, effective February 1, directed manufacturers of creamery butter to set aside 30 percent of their monthly production for direct war requirements. This order was very definitely designed to keep the highly protective foods moving to the fighting forces. Two-thirds of this reserved butter will go to our own military; the balance will be almost entirely for shipment to the Russian front lines. If civilians have to stretch their butter supply a little, so that the men fighting the battles -- be they in Rostov or Tunisia -- can have adequate and healthful diets, who are we to complain?

### Ice Cream

But just to make sure that civilians do get enough butter to maintain health, other orders have been passed which will help to increase the supply. For instance, Food Distribution Order No. 8 directed the ice cream industry to cut its use of milk and milk products for civilian production to 65 percent of the quantities consumed from December 1, 1941 to November 30, 1942. Sure, we'll have less ice cream for those hot summer evenings on the back porch, but we'll be willing to have sherbert instead, when we realize that there will be more butter and more cheese. It is estimated that this single order will result in saving enough milk to make 97,500,000 pounds of butter and 68,000,000 pounds of dry skim milk! In the same way, the ban on whipping cream (originally issued as a War Production Board Conservation Order but now administered by the Department of Agriculture under Food Distribution Order No. 13), will divert the flow of nearly 2 billion pounds of milk a year to the production of more urgently needed dairy foods.

In addition to the orders dealing with dairy products, the first of a series of milk marketing economy measures was taken in Food Distribution Order No. 11, which went into effect February 1. These measures provide for the elimination of all package sizes of milk below one quart except where milk is to be resold for consumption on the premises; puts a ban on consignment selling; places a minimum rate of deposit on all glass bottles, milk cans, and milk cases; provides that milk may be loaded on delivery wagons only on advance or standing orders; and confines purchases from not more than two handlers unless the delivery from each handler is in excess of 300 quarts.

These marketing economies are primarily directed at savings in the distribution of milk to restaurants and retail stores. However, some of the provisions do hit the consumer. We won't be able to buy milk in less than quart bottles; we'll have to put a deposit on every bottle; we won't be able to add an extra quart of milk to our daily milk order when an unexpected guest arrives. But these are small inconveniences compared with the total savings in manpower, fuel, rubber, and delivery equipment. By such



economies, too, the Food Distribution Administration hopes to be able to keep down the price of milk to consumers, even though the price to producers may be increased in order to encourage higher production of this vital food.

The most recent order affecting dairy products is Food Distribution Order No. 15, which directs the cheddar cheese industry to reserve half its monthly production for direct war purposes. Cheese, like butter, is an excellent protective food, and since the beginning of the war England has put this product at the top of her shopping list. It is easily shipped, has high protein value, and can be used in a variety of dishes. By reserving 50 percent of the prospective 1943 production of 925 million pounds of cheddar cheese, civilians will have approximately  $4\frac{1}{2}$  pounds of cheese a year. In 1941, we had an all high of 6.1 pounds per capita consumption and it will be a little tough for us to adjust our food habits and plan our meals without our normal supply of cheese. But before getting at the prospect of reduced quantities of cheese, remember that Americans have larger supplies of other animal protein foods than any other country and that we have great quantities of vegetable proteins -- dried peas and beans, for instance.

### Fresh Vs. Canned

Now let's look at the orders that affect our supply of fresh, canned, and dried fruits. We've learned by now that it takes far less shipping space to send canned and dried fruits across the ocean than it does to send fresh fruits. And because the fighting forces must have these vitamin-packed foods in their daily diets, civilians must buy fresh fruits. So to assure an adequate supply of citrus juices for direct war requirements, Food Distribution Order No. 3 was issued January 6, reserving the production of all citrus juices, except unconcentrated grapefruit juice, for purchase by a Government agency. The order also prohibited canners from selling unconcentrated grapefruit juice during January, February, and March -- a period when large supplies of fresh grapefruit is on the market. Then when there is a seasonal low in fresh grapefruit, civilians will be able to buy the canned.

A week later, another order, Food Distribution Order No. 6, was issued, which provided that citrus fruit handlers in California, Florida, Texas, and Arizona set aside a certain portion of their crop of lemons, grapefruit, limes, and all varieties of oranges except tangerines, for processing into juice. This means that processing plants will be able to work at full capacity and produce the great quantities of citrus juices necessary. For the civilian it means learning again and again to eat locally abundant fresh fruits and to hold down an occasional longing for the out-of-season fruit.

Supplies of dried fruit also will continue to be reserved for Government purchase. Under Food Distribution Order No. 16, (which transferred to the FDA the administration of the earlier War Production Board

order allocating the supplies of dried fruit), each packer must set aside for Government purchase his entire supply of raisins, dried apples, apricots, peaches, pears, and prunes. However, even as last year civilians were able to purchase small quantities of figs, prunes, and raisins, so this new order makes it possible to release supplies of dried fruits to civilians.

Most Americans don't eat as much rice as the people of Puerto Rico and Hawaii, who eat about 128 pounds a year per capita. Our per capita consumption averages about 5.8 pounds a year. Therefore, Food Distribution Order No. 10 has directed rice millers to set aside 60 percent of both their stock of milled rice, and rice that may be milled in the future, for purchase by the Government for shipment to Puerto Rico, the Virgin Islands, and Hawaiian Islands. This order will alleviate to some extent the critical food situation of our island territories and will not materially affect the supply of rice here on the continent. An amendment to the order directs millers to ship to each State no more than 85 percent of the rice they shipped last year.

Food Distribution Order No. 14 reserves 25 percent of the peanut oil milled from last year's bumper peanut crop for essential war uses, such as in the manufacture of glycerine, paper, axle grease and printer's ink. Even so, civilians are going to have some 200 million pounds more peanuts this year than in any one year before. A large part of the total crop will go into peanut butter -- a food that will add fuel, protein, iron, phosphorous, thiamin, riboflavin and a little calcium to our diets. We'll also have plenty of peanut oil to eke out our supplies of cooking fat, salad oil, and shortening.

### Other Orders

So far we've discussed 11 orders, though to date there have been 21. Except for those dealing with the orderly marketing of burley tobacco, the reservation of lower grades of tobacco for the production of insecticides, the maintenance of usual methods for the packaging and sale of roasted chicory, and the reservation of enough supplies of lard to meet war requirements, the remaining orders are merely administrative. They transfer the administration of certain War Production Board orders to the Food Distribution Administration. The raw sugar conservation and distribution order, and the orders providing for an equitable distribution of tea and spices are included within this latter group.

Each week will bring new developments in our food situation; each week we shall have to take stock of the supplies of food and allocate them to all groups; each week we shall find new ways of conserving materials, labor, and food. This means that each week new Food Distribution orders will be issued. Without them our distribution of food would be chaotic; with them, all of us -- our soldiers, our Allies, our children -- are assured equitable food supplies.



## MEAT INSPECTION SERVICE TRANSFERRED TO FOOD DISTRIBUTION ADMINISTRATION

An order transferring the Department of Agriculture's meat inspection work from the Bureau of Animal Industry to the Food Distribution Administration became effective February 9. The transfer, in line with Executive Order 9280, puts meat inspection into the agency now performing the marketing and distributing functions of the Department.

Under the Meat Inspection Act, all meat intended for interstate trade, together with meat imported or exported, must be inspected for freedom from disease and wholesomeness for human consumption. Inspectors are stationed at all federally inspected packing plants where they examine livestock on the hoof prior to slaughter, conduct post mortem inspection and supervise all processing in plants operating under provisions of the Act. The finished product must conform to rigid Federal standards. In addition meat inspectors have the responsibility for checking the proportions of foods other than meat that can be included in sausage, how the various meats must be labeled, and kindred matters.

A recent amendment to the Meat Inspection Act provides for the extension of Federal inspection to those meat slaughterers and processing plants doing an interstate business which can meet the requirements and regulations issued under the Act.

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## BULK KRAUT AVAILABLE TO CONSUMERS; SUPPLY LARGE

Relatively large supplies of sauerkraut are available to consumers this year--and most of it will be the old-fashioned bulk kraut right out the barrel. The Food Distribution Administration encouraged the packing of civilian supplies in wooden containers last fall so as to conserve canned supplies for the armed forces.

More than 159,000 tons of cabbage were made into kraut in 1942, compared with an average of 152,000 tons during the 1931-40 period. Of this amount about 44,000 tons went into canned kraut for the armed forces.

While quite a bit of the bulk kraut has moved into retail channels, a substantial portion remains in the hands of packers, FDA officials say. This will be distributed as consumer demand improves. Grocers who don't have bulk kraut can obtain supplies as needed.

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The farmer's share of the consumer's food dollar rose to 55 cents in December. His share was 52 cents in December 1941, 48 cents averaged over the year 1941, and 42 cents for the 1935-39 period.

## EGG AND POULTRY MARKET NEWS OFFICE OPENS IN NEW ORLEANS

New Orleans has a market news service on eggs and poultry. The project, begun in January in cooperation with the Louisiana State Market Commission, is expected to stimulate egg and poultry production in areas that normally do not produce enough for local requirements.

New Orleans, a city of approximately 600,000 people who are heavily engaged in the war effort, receives a large majority of its eggs and poultry from outside the State, relying most heavily on Texas, Arkansas, Mississippi, Kentucky, Missouri, Kansas, and others. To obtain supplies from these States, consumers in New Orleans compete with those in St. Louis, Kansas City, Chicago, New York City, and other Northern markets. Official market news reports, by reflecting the true market level, are expected to stimulate production in areas adjacent to New Orleans.

The daily market report issued by the FDA office in New Orleans is similar to those issued on other larger markets. Daily prices, f.o.b. New Orleans, are obtained by the FDA representative on the market. Data on receipts by rail, truck, and express are collected from common carriers and dealers, and brief comments covering the New Orleans and Houston egg and live poultry markets and the Chicago egg market are carried. The latter are of particular interest to the local egg and poultry trade.

Copies of the New Orleans report are available upon request to the Food Distribution Administration, Room 1402 Masonic Temple Building, 333 St. Charles Street, New Orleans, La.

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## USDA ANNOUNCES EGG SUPPORT PRICES UNDER SOUTHERN MARKETING PROGRAM

Minimum support prices that will be paid producers for eggs bought by the Food Distribution Administration under the 10-case southern egg marketing program in 12 Southern States are effective immediately and apply to buying stations in the respective States. Until further notice, producers will receive for Grade A, large eggs, marketed under the program (case not included) 34 cents per dozen in Alabama, 33 to 33.5 cents in Arkansas, 34.5 to 36.5 cents in Florida, 34 to 34.5 cents in Georgia, 34.5 cents in Kentucky, 34.5 cents in Louisiana, 34 to 34.5 cents in Mississippi, 34 cents in North Carolina, 34.5 cents in South Carolina, 34 cents in Tennessee, 35 cents in Virginia, and 34.5 to 35.0 cents in West Virginia. Support prices at all points for Grade B eggs will be 2 cents lower than for Grade A, and for Grade C eggs, 5 cents lower than for Grade A. For all grades, medium-size eggs will be priced 4 cents lower than for large eggs. The announced prices will assure producers of prices in line with commitments made by the Department of Agriculture.



## SPECIAL COMMITTEE TACKLES PROBLEM OF COORDINATING FOOD PROCUREMENT

An Inter-Agency Food Procurement Committee, composed of representatives of the principal Government agencies buying food for war purposes, has been set up at the direction of Secretary Wickard to develop a more coordinated and efficient food procurement program. The Committee, although not centralizing Government food buying, will deal with purchase policies, procurement methods and procedures, packaging, transportation, shipping, warehousing, specifications, price policies, inter-agency transfers of food, timing of purchases, and other phases of Government food procurement.

The committee includes: Roy F. Hendrickson, Director of the Food Distribution Administration, chairman; Major Ralph W. Olmstead, Deputy Director, FDA, vice-chairman; Otie M. Reed, Assistant Deputy Director, FDA, executive secretary; Major General E. B. Gregory, the Quartermaster General, War Department; Capt. E. F. Ney, S. C., Bureau of Supplies and Accounts, Navy Department; Capt. R. M. Jetmore, Purchase Division, Subsistence Section, Marine Corps; Col. G. E. Ijams, Assistant Administrator of Veterans' Affairs, Veterans' Administration; M. Lee Marshall, Consultant to the Chairman of Food, War Production Board; Sidney H. Scheuer, Chief, Procurement Branch, Office of Imports, Board of Economic Warfare; J. H. Westing, Food Rationing Division, Office of Price Administration; and J. E. Thigpen, Assistant to the President, Commodity Credit Corporation.

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## FOOD, FARM EQUIPMENT MANUFACTURERS URGED TO PLACE MATERIALS ORDERS NOW

Secretary Wickard has advised food processors and farm equipment manufacturers to place orders now for machinery and materials needed for approved new plant facilities, and to take immediate action to keep supplies of maintenance and repair parts at a normal level. The announcement was made by the Secretary on advice received from the War Production Board that such action is necessary to insure adequate production scheduling so that, as far as possible, the critical bottleneck items will be available when needed.

As an example of equipment and parts that should be ordered immediately, Secretary Wickard cited a list of 34 common "components," which includes items of equipment essential to plant operations. These include such items as boilers; blowers and fans, compressors and vacuum pumps; conveying equipment; control instruments; electric motors, generators and starters; aluminum forgings; heat exchangers; hand tools; gasoline engines; engine accessories; industrial pumps; valves and fittings; Diesel engines; welding rods and electrodes. March 1 is the deadline for placing orders for such equipment needed during the last half of 1943.

## FOOD DELIVERIES FOR SHIPMENT TO RUSSIA SHOW SHARP INCREASE

The Food Distribution Administration delivered 5,730,000,000 pounds of food and other agricultural commodities for shipment to the Allies during 1942, making a total of 9,224,000,000 pounds since the beginning of Lend-Lease operations in March 1941. In 1942 about 76 percent of total deliveries were for the British, 23 percent for the Russians, and the remaining amount for Polish, Yugoslavian, and Greek war victims, and for French North Africa. In 1941, virtually all deliveries went to Britain and the British Dominions.

Food deliveries under Lend-Lease in 1942 were less than 6 percent of the total United States food supply in that year.

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## MORE EVAPORATED MILK RELEASED TO CIVILIANS

An additional 3 million cases of evaporated milk from stocks held by the Food Distribution Administration have been released to manufacturers for distribution to civilian consumers. This brings the total amount of canned evaporated milk thus released from Government stocks in the last 6 weeks to 5 million cases.

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Back in November, "Red Gallagher dropped into the office and asked us if we'd like to have an article for Marketing Activities on new developments in glass manufacture. Of course we wanted such an article and Red got busy. But GLASS COMES INTO ITS OWN, the story that appears on page 7 of this issue, is probably one of his last writing jobs. He joined the Army in January and was assigned to duty in North Africa. He was killed in the tragic airplane accident in Dutch Guiana while en route to his post, together with 34 other prominent soldiers, sailors, and civilians. All of us at the Department of Agriculture who knew this cheerful Irishman regret his untimely death more than we can say.

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Although food production in 1942 was the largest on record, present indications are that with average yields for the important crops and with the continued upward trend in livestock production, total agricultural production in 1943 will exceed the output in 1942. However, military and Lend-Lease requirements and civilian demand in 1943 are expected to be much larger than in 1942 and total food supplies for civilians will be less than in 1942. With careful use and rationing, however, there should be a reasonably adequate diet per capita.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Food Distribution Administration, U. S. Department of Agriculture, Washington, D. C.

The Hotel Man's Part in the War Food Program (Address) . . . .  
By J. S. Russell

Food Wholesaling in Wartime (Address). . . . By Dan A. West

Responsibilities of the Food Distribution Administration (Address)  
. . . . By Dan A. West

You Pays Your Money . . . And Your Points

A School Lunch for Every Child

Commodity Distribution Series:

(Statements for Department workers summarizing the purchase and price support programs for various farm commodities with background information on supply, demand, prices, and consumption. Supplements will be issued as additional information becomes available.)

- No. 1 Vegetable and Field Seeds
- No. 2 Milk and Milk Products
- No. 3 Vegetable Oil Seed Crops
- No. 4 Dry Edible Beans and Dry Peas

Standards:

Official U. S. Standards for Grades of Creamery Butter  
U. S. Standards for Quality for Individual Shell Eggs  
Tentative U. S. Standards for Grades for Dressed Ducks, Geese,  
Guineas, and Squabs  
Tentative U. S. Standards for Classes and Grades for Dressed  
Chickens  
Tentative U. S. Standards for Grades of Frozen Snap Beans  
Tentative U. S. Standards for Grades of Canned Pineapple  
U. S. Standards for Grades of Frozen Spinach

Food Distribution Orders:

- |                         |                         |
|-------------------------|-------------------------|
| No. 9 (Tobacco)         | No. 15 (Cheddar cheese) |
| No. 10 (Rice)           | No. 16 (Raisin Grapes)  |
| No. 10 Amendment 1      | No. 17 (Raisin Grapes)  |
| No. 11 (Milk and Cream) | No. 18 (Tea)            |
| No. 12 (Butter)         | No. 19 (Spices)         |
| No. 13 (Cream)          | No. 19.1 (Spices)       |
| No. 14 (Peanut Oil)     | No. 20 (Lard)           |

